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What is in Our Brands?

The primary ingredient in each of our cigarette brands is tobacco. In fact, our typical American blended cigarette consists of approximately 90% tobacco in the "filler" portion (i.e., the column above the filter). If you want to learn more about tobacco used in cigarettes:

We provide three categories of cigarette ingredient information on this Web site:

- **Tobacco Ingredients By-Brand** – a list of the principal ingredients used in the manufacture of each Philip Morris U.S.A. brand currently sold in the U.S.
- **Tobacco Ingredients in All Brands** – a composite list of ingredients added to the tobacco in all Philip Morris U.S.A. brands sold in the U.S.
- **Ingredients in Non-Tobacco Components** – a composite list of ingredients in the non-tobacco components of all Philip Morris U.S.A. brands sold in the U.S. Excluded from this list are processing aids that are not significantly present in and do not functionally affect the finished product.

If you want to learn more about tobacco used in cigarettes:

- Information from the U.S. Department of Agriculture.

Besides tobacco, our cigarettes contain a variety of additional ingredients. Since 1986, the manufacturers of cigarettes sold in the U.S. have disclosed all of the ingredients added by those manufacturers to the tobacco in their products to the U.S. Department of Health and Human Services ("HHS").

Philip Morris U.S.A. believes that the government should review the use of ingredients in cigarettes, just as it does for other consumer products, with the same confidential treatment of trade secrets. We therefore support regulation that would enable the United States Food & Drug Administration to assess the toxicological effects of the ingredients used in the manufacture of cigarettes. The agency should be in a position to inform adult smokers that the ingredients added to cigarettes do not increase the existing health risks of smoking, including addiction. The evaluation should take into account that the ingredients are for use in cigarettes, where heat and inhalation are factors. We agree that

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the government should not allow the use of ingredients that are determined based on appropriate scientific standards to increase the harm caused by tobacco products.

However, regulation in this area should not be utilized to prohibit the use of an ingredient simply because it gives the product a unique or distinctive taste, which may "taste better" to some adult smokers.

Explanations of the type of ingredients included in each of the three lists can be found below, along with links to the lists.

Government health warnings about smoking apply to all cigarettes, regardless of the ingredients added, including those containing only tobacco and paper. In fact, the U.S. Federal Trade Commission's Director of Consumer Protection has taken action to "clear up any misconception that cigarettes without additives are safer to smoke than other cigarettes." As FTC noted in a 1999 press release: "Frankly, there's no such thing as a 'Safe Smoke'."

- Information about health issues for smokers.
- FTC's 1999 press release on cigarette ingredients.

Finally, tobacco control advocates have made allegations that there are adverse effects associated with some of our ingredients, including the charge – which we reject – that our company uses specific ingredients to affect nicotine deliveries to smokers. To read an article summarizing these allegations, click here and see the Additives article in "Regulation of Tobacco Products" under the "Tobacco Policy" tab. Philip Morris U.S.A. is committed to working with regulators and public health authorities on all issues concerning our products. It is our scientific judgment, based on the best data available, that the ingredients used in our cigarettes do not increase the inherent harm caused by cigarettes.

Ingredient Lists:

(1) Tobacco Ingredients By-Brand

- Our Tobacco Ingredients By-Brand list identifies ingredients and flavors that are either commonly known or added to tobacco at levels greater than or equal to 0.1% of the weight of the tobacco rod (the column of tobacco in each cigarette).

- The flavors that give each brand its unique characteristics (the "brand recipe") are grouped under the heading "natural and artificial flavors" **but are disclosed in full** in the Tobacco Ingredients in All Brands list described below.

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described below.

- The ingredients in the Tobacco Ingredients By-Brand list are identified in descending order by weight.

Click here for the Philip Morris U.S.A. Tobacco Ingredients By-Brand list for brands sold in the U.S.

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(2) Tobacco Ingredients in All Brands

- This list includes ingredients added to the tobacco in all of Philip Morris U.S.A.'s brands, including "brand recipe" flavors as well as the ingredients identified in the Tobacco Ingredients By Brand list. Not all of the ingredients in this list are present in each brand, and no single brand contains all ingredients.

- For each ingredient, this list includes

  (1) the "**quantity not exceeded**" (calculated from the highest level of use in a single brand and expressed as a percentage of the total weight of the tobacco),

  (2) the **function** of the ingredient, and

  (3) **Examples** of other consumer products in which the ingredient occurs or is used. The ingredients in this list appear in alphabetical order. There is no such thing as a "safe" cigarette and we are not pointing out that the ingredients are used in or occur in food in order to imply "safety" with respect to any brand of cigarettes. We just want adult smokers to know that these ingredients are generally the same kinds of ingredients that are added to food products.

- The reason we have chosen to provide a composite list rather than a by-brand list is because this list consists primarily of flavors, which, when combined in a unique, proprietary manner, provide each brand with its own unique flavor, taste and aroma. By providing this information as a composite list including quantities not exceeded and the function of the ingredient, we have tried to strike a reasonable balance between providing detailed information about our ingredients and protecting our proprietary "brand recipes" from disclosure to competitors.

Click here for the Philip Morris U.S.A. Tobacco Ingredients in All Brands list for brands sold in the U.S.

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(3) Ingredients in Non-Tobacco Components of the Cigarette

- In addition to ingredients added to the tobacco rod, cigarettes have non-tobacco components – such as cigarette paper and filter materials – that are purchased from independent suppliers.

  Click here for a description of these components.

- The non-tobacco components consist of materials that Philip Morris U.S.A. purchases from independent suppliers, many of whom consider the ingredients in their materials to be valuable trade secrets. Also, Philip Morris U.S.A. manufactures its cigarettes in multiple factories using a variety of machines, and some of the non-tobacco components used in a particular brand are purchased from multiple suppliers. Accordingly, the non-tobacco materials used in a particular brand may vary depending on the factory, the particular machinery used and the supplier.

- Therefore, we have grouped these ingredients in the following six categories: (1) cigarette papers, (2) sideseam adhesives, (3) monogram inks, (4) filtration materials, (5) filter papers (including plug wraps, tipping papers and tipping paper inks), and (6) filter adhesives. Within each category the ingredients are listed in descending order by weight.

- For each ingredient, the list includes the "quantity not exceeded" (calculated from the highest level of use in a single brand and expressed as a percentage of the total weight of the cigarette).

Click here for the Philip Morris U.S.A. Ingredients in Non-Tobacco Components list for brands sold in the U.S.

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Striking a Reasonable Balance

At Philip Morris U.S.A., we believe that providing detailed brand recipes would compromise our ability to maintain valuable trade secrets for competitive purposes. Our position on this issue is consistent with that of other consumer products companies as well as with the decision of a Federal appeals court:

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Because consumers choose brands based on flavor, taste and aroma, and tend to remain loyal to those brands, small fortunes are spent creating flavor formulas for tobacco products. The information needed to copy these formulas is, in turn, worth many millions of dollars. It is no secret that tobacco companies, like other manufacturers of brand name products, employ elaborate procedures to safeguard their ingredient information.

Click here for full opinion of the court.

We hope you agree that our presentation of ingredient information on this website strikes a reasonable balance between providing consumers with detailed information concerning our products and protecting our valuable brand recipes and trade secrets.

Site Policy

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